UNDAY, APRIL 30, 1916.

HS SALE OF V

MAY IS OUR OBJ

s May, We're Go

responded immediately-and result

ISH, DEPENDABLE MERCHAN PEAL TO ALL CLASSES.

"To-morrow's Opening Day! I

Muslinwear Samp

Worth \$1.25 to \$1.

Teddies, Redingotes

Corset Covers,

Chemise, etc.

Good assortment of

garments, all beauti trimmed. Until sold,

2.98 to \$3.98, Choice

Embroidered VOII

new patterns of the season. La

ing Day of the sale in the Em

Ec and 10c Pure 5c 36-i

Imported Linen Clunies, | Beaut

50c Imported Breton Net | Mond

(values to 8c); yard 5c | "Tho

(72 inches; good 38c quality); yard 38c NE

nink it's a shame to sell such

sale—and want to do mor

the BARGAIN BASEME

LONGCLOTH.

Soft chamois finish, yard

10 to 20 yards. While lot las

10c ENGI

patterns, yard 25c
First Floor.

(imported; heavy weight widths to 2 1/2 inches.)

(values to 8c);

650 yards, in new, attracti

Umbroidery Flouncing, we

weight;

sively

yards

Slipover GOWNS, in crepe

Redingotes; lace and ribk Redingotes; lace and rib-ldies, etc.; while they last,

r 81.00.

success than we even anticipate—y Each day while the sale lasts, new i

THE PAPERS! COME OFTEN! I THE BUYERS AND MANAGERS

pectations.



Women's and Misses' Suits They Came in a Remarkable Purchase at

"And I believe we might, in all truth, | not be disappointed-everything about at the beginning of a season," said Mr.

advertise these as the most remarkable them is just as you would lilke it."

SUITS we've ever sold at \$22.50 to \$30, "For the most part Gabardines, Serges

Taffeta and Crepe de Chine Dresses

"They're the very last words of the Fashion Masters-they "They're the very last words of the Fashion Masters—they bring out the much talked of slihouette and flaring effects."
"Range of colorings and fabrics quite in keeping with the matchlessness of styles—Navics, Grays, Rose, Green and Black—all good quality taffetas and heavy creps de chines, some trimmed with Georgettes, others with lace blouses."

"16.50 Suits at 10.45 "Poplins, Gabardines and LU

Serges, in newest styles: mostly navy, but some greens, Copens., sand and black; all sizes. Large women will find a full line of odd

Silk and Serge Combinations, Checks James Cohen, the Garment Store Manag- and Poplins-all decidedly new in styles too numerous to mention-all "Come expecting to find better suits than you ever saw at \$16.95, and you'll Misses and Women.

> "Taffeta Skirts
> "Plated and Check Taffetas, in navy and green."
>
> 5.39 "Plaid and Check Taffetas, in navy and green.
> The most wonderful ever offered anywhere near this price. Four smartest models from New York's best designers; some with shirring around hips, others with yoke effects. Sizes for women and misses. Second Floor.

While They Last

TAFFETAS," says Mr. Bowman, the Silk Chief, at (while they last).....

son's choicest fancies-both broken stripes and checks. The store would have been glad to get them

even at a higher price, for the qualities and colorings are identical with those in our spring line at

Says Mr. Bowman, the silk chief: "1,000 yards came to me from one manufacturer in this sea-

While They Last

Williams' Talcum Powder

All odors;

"Deo"

For dainty people; a 10c reliable deodorant, jar.

Fountain Syringe

Hygienic, 2-qt., enam- 79c eled; complete

On some items we will find it impossible to fill MAIL or PHONE ORDERS during

MONDAY IS THE FIRST DAY O

"35,000 INCREASE And Just As Sure As June

"Months ago, the heads of the firm called the BUYEIS MANAGERS together and gave us a free hand to do vi would to make this the greatest May in the history of or "They left the 'ORGANIZING,' the 'MERCHANDI and the 'ADVERTISING' of this great event entirely up to u we assure you that every day of this sale will be extracted interesting and profitable to you.

Special trips to the markets brought greater result; the anticipated. Manufacturers and importers from whom w chase thousands and thousands of dollars in merchandise

WOMEN'S LEATHER BAGS White kid, with color combinations; also

Kid Bags, in latest spring shades; strap handles; nicely lined; equipped with inside coin purses and mirror

"And It's Worth \$1.50 to \$1.65 a Yard, Madam," Says the Silk Buyer "The Silk Store will more than make its increase with these 32-36-inch FANCY

These Ribbons

Are Mighty Low Priced.

Taffeta and Moires; worth 19c, at, 12//2c

Whoever wants good Ribbons less than a song, this is the sale for theb," says Mr. Leroy Cohen.
"All the latest colorings, including white and black—and 4 inches wide at that. The Ribbon Section is after new selling records—to bring a big share of the \$35,000 Increase in May."

bons, at 19c Five inches wide; heavy qualitybetter come carly for your

Those Changeable Taffeta Ribbons at 38c; sell them in this sale for, 25c

Ribbns with binations. While the lot lasts, at.

White and black; 200-yard First Floor. Six yards Wash 10c Neat scalloped; plain and dots;

10c Union Square Hair Nets: package of five, 7c

leavy corded belting.

SIX for 5c.

imperfect. While they last.

JNO. J. CLARK'S 2C 1,000 Yards of FANCY SILK TAFFETAS To Start Things in SPOOL COTTON 2C 1,000 Yards of FANCY SILK TAFFETAS

Black and White Beltings, 5c

piece of six yards, 10c.

All sizes; for waists and skirts

Ocean Pearl Buttons;

yard. (Widths to 3 inches.)

as well. Extra special, card of

of six 5c

Georgette and Crepe CHIFFON, While They Last | Plain 36-inch TAFFETAS, Yard, While They Last

"Thanks, Mr. Importer, for these wonderful Georgettes and Crepe Chiffons. The quality is time for blouses and trimmings—and the shades—forty-five in all—are the prettiest we've seen at any price. We only wish you could have shipped a larger quantity, for undoubtedly our demand will be enormous."

WOOL POPLINS

"Months ago I ordered these Wool Poplins, for early Spring. Saturday s sale for, 25c
satin edge. All compile the lot lasts, at.

All sizes and shapes; slightly imperfect. While they last

At 89c yard

Natural Shantung Pongee, 48c "Surely such Pongees as I will put on sale Monday have not made their appearance in Richmond in a long, long while—newest weaves, purent silk woven on hand looms in far-away Japan. See these two specials early Monday morning."

24-inch width, yard 48c 33-inch width, yard.....69c

"They will help wonderfully in making the increase we want, for it is our entire line of yard-wide \$1.59 Plain Taffetas; regardless of color or scarcity, in 32 shades, including Rose, Navy and Copenhagen, that I am using as a leader to make our Monday sales the largest in the history of the store."

WOOL SERGES exactly like our regular 59c serges-full yard wide; as long as it lasts,

At 48c yard

Muslinwear Samples

Worth 49c and 59c Gowns, Corset Covers,

Drawers, Drawer Combinations. Chemise and Teddy Combinations. Lace, embroidery and

ribbon trimmed. On sale

Monday, while they last,

Tells Miss Bernstein, "With the

Muslinwear Samples Worth 79c to 98c Corset Covers, Gowns,

Chemise. Teddy Combinations, Drawers. Each garment nicely rimmed. On sale Monday,

while they last, 59c.

Muslinwear San Comprising beau de chine; new Cami bon-trimmed DRAW

choice of wonderfy

"I'll Surprise 'Em in Curtains"



Scotch Madras 25c

(While They Last)

designs: 26 inches wide,

for windows or door

Wool Tapestry Brussels

Rugs, 9x12 feet, seamed and

in Body Brussels designs; red, tan, green and brown shades, showing all-over figures and medalion pat-

terns Regular \$15 Rugs, shipped the as a leader in this sale.

Men's Night Shirts

Their material and making is 50c worth more to-day. Fine quality

ankle length. As long as they last.

Velvet Rugs

\$1.39

"The kind you pay \$1.98 for, 27 in, by 54 in., I will feature

Monday, while they last,

Imported, floral block

Says Mr. Odell, the Fourth Floor Chief

"With these quaint DUTCH SCRIM CURTAINS, plain hemistitched with clumy lace edges and valances to match, in white or ecru, ready to hang. Also these SCOTCH LACE CURTAINS, plain centers, heavy borders, all-over floral designs, overlocked corded edges, white or ecru. Both are 3 yards long and would be considered splendid While They Last values at nearly double?"

Cretonnes, 171/2c | Bordered Scrims, 121/2c White and ivery grounds, double color borders Floral stripes, all-over designs, light and dark colors; 34 and 38

LOOK AT THESE RUG VALUES

ProLino Rugs, 89c

"For your bath room or kit-

chen; strong, serviceable; 36

by 72 inches, wide borders,

block centers, while they last,

JAPANESE MATTING RUGS (While They Last)

or borders, neatly hemstitched, 36 inches wide; worth 19c a yard. (White They Last) (While They Last) Opaque Window Shades, 20c | Scotch and 29c

Yes. Fil furnish these White and Green

Window Shades, mounted on good rollers, size 38x72 inches before hemming, with ring and cord complete, at 20c as long as they last—for I know hundreds of shoppers will come for them bright and early Monday morning—and help me get my increase." (While They Last) block, colonial and all

Hodges Fiber Rugs, \$5.98

Beautiful, cool Fibre Sum-mer Rugs, figured and all-

over designs. Mixed tan, blue

and green grounds. Size 9x12 feet. While they last,

Shaded Old English (regular \$2.25), now \$1.49

(Leave orders Main Floor-Right Aisle.)

Cotton warp, stenciled and woven, reversible Rugs-floral,

Oriental and medalion centers; regular \$2.25 Rugs, 9 ft. by 11 ft.

8 in.; purchased for this sale to

(While They Lust)

If Garments Have A Bolt of Our Regular \$1.19 Chamois Longcloth

"Surely These Mercerized Lisle Union Suits 980 for Ladies at will be humbled to find themselves in this sale

at 98c. Why, they're regular \$1.50 Suits, lace trimmed with low necks and no sleeves, loose knees-look exactly like silk, too! There'll be a full range of sizes when they are first offered to-morrow morning."

Silk Finish Lisle 750 Union Suits Union Suits

The kind women have never bought here for less than \$1.00-crochet tops, low neck, sleeveless, loose or tight kncc. Sizes for all. While they last.

Gauze Lisle 140 All of them are very close to half price; fine

light weight rib; sizes 4, 5, 6. They won't last long at 14c, either.

Women's Gauze 9C Vests

Medium rib, mercerized, crochet tops; only sizes 4 and 5. If either is your size, be here early, for really they're the best values you ever saw.

Women's Gauze 190

Shipped me for this sale way underprice. They are lace trimmed, either loose or tight knees; all sizes, 19c while they last. Second Floor.

Extra heavy absorbent quality, 20x40 size. (Limit, dozen to a customer.) early Monday!

Huck Towels 71/2C While they last! These 18x36 Towels, with colored borders, well made;

choice, 714 c.

Bleached Bath Towels, Doz., 1.69 | Birdseye DiaperCloth Buy the whole piece at 79c and you have ten yards of perfect cloth, put up in sanitary sealed packages. It's 27 inches wide. And do arrange to come

says Mr. Hyslup

sale-and doubly fortunate to get them in the large quantity we did. Imagine the

softest texture Longcloth you ever felt, free from dressing-and you know just what

to expect when you come for this Monday. It's ready for the needle. 12-yd. bolt for 98c!

"And that's only ONE of the many specials that I'll launch the very first day,"

"Mighty fortunate, indeed, to get these 12-yard bolts of Longcloth in time for our

BabySkirtingFlannel Will not shrink. Just 10 pieces of this wool flannel, 27 inches wide; yellow selvage. And Mr. Hyslup says you are sure to like this bargain all the way.

Mercerized Table 2 Damask, Yard Only 20 pieces; wor siderably more.

19c Linaire 12/ 32 inches wide sheer, permanent fideal for children's di Washes well. Monia 1236 c.

"These Items Will Pack My Bargain Ba "I'VE CUT THE PRICES SO LOW that the 'bos Here Are the

Feather Pillows That I'll Sell for

Said Mr. Davis. "They'd cost \$2

apiece if it weren't for this sale."

half duck and half down filling,

Best quality ticking Pillews,

profit, but I will make hundreds of new friends during about 'the \$35,000 INCREASE IN MAY!' And he DAY, the first day of the great sale:

"You Do Not Mean That You Will S BLEACHED PILLOW CASES at ASKED THE BOSS

"Exactly," replied Mr. Davis, the Bargain Basement buyer.
"You see, I ran across a mill who had a great quantity of Pillow Cases in assorted qualities—run of the mill, they called them—but seemingly as good as regular cases. Of coure, I took all he had—wanted to give Richmond housekeepers something all he had wanted to give Richmond housekeepers something to talk about for some time." While they last, Monday, each 5c.

Sheets 39c | 83c Bleached | Bedspreads

72x90 size; 3-inch 81x90 size; you know much higher price. hem! Center seam. | the quality-it's famous, seilles patterns.

Marked down f

Boy ? \$5 and \$6 All Wool Suits,

Norfolk style; only several of each kind; sizes 7 to 18. While they last, \$3.59.

choice, 3 50c V All si keag Cha Solid blu While th

Women

cambric, made full, 52 inches long. price as long as they last. Men's Union Suits Regular \$1.00 Egyptian Gauze 59c Suits, made to fit; long sleeves;

Fifty Engraved Cards 59° and Plate, Special These Cards in Plain Script; regular price 75c. Plain Old English (regular \$1.65), now....... \$1.29



\$1.00 each.

sutta & Dwight Anchor Bleached Sheeting at 32c
yard 32c
Worth 40c yard.
Plenty to offer in

lengths up to 20 yards.

10c PERCALES, yd. 6 3-4c yards; 36 inches wide.

Neat shirt patterns, sold in lengths to 10

you buy at my Bargain Basement prices," yards. While t

yard

Comes in length t

12160 Merc ed Lawns, 7 Assorted figures stripes; the quai

Pajama Cloth, yd. 53/4c Englis Comes a full yard wide, very in lengths to 10 yards. to the While it lasts, yard, 5% c. lasts, ple

3.59